



**Authorised**  
Investment Fund Ltd.

ASX RELEASE

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Australian Stock Exchange Limited,  
Level 4, North Tower, Rialto  
525 Collins Street  
Melbourne 3000

### STOCK EXCHANGE ANNOUNCEMENT

Authorised Investment Fund Limited has received the attached information from BDM today and believe it will be of interest to our shareholders.

Cathy Lin

Company Secretary

- Ends -



**A letter to shareholders  
03 May 2018**

**BOX DIGITAL MEDIA APPOINTED DIGITAL PUBLISHING PARTNER FOR USAIGC -  
UNITED STATES INTERNATIONAL ASSOCIATION OF INDEPENDENT GYMNASTICS CLUBS**

**New York, 3 May 2018 –**

USAIGC (United States International Association of Independent Gymnastics Clubs) today announced the appointment of Box Digital Media as its exclusive digital publishing partner. Along with AIM (Asian Integrated Media, another recent AIY investment partner company) and its network of 16 sales offices globally, Box Digital Media will publish a new digital magazine through its proprietary E-MERSION platform and manage all global advertising sales and sponsorships for USAIGC across the US market and an additional 9 markets globally including Australia, Bermuda, Canada, Dubai, Germany, India, Saudi Arabia, South Africa and United Kingdom.

Gymnastics is universally held up as one of the world's most popular sports with enormous interest globally, both at an amateur, professional and Olympic level.

With over 1,000-member clubs throughout the US and 9 global markets, and along with the many thousands of participating club owners, coaches, instructors, gymnasts, parents and families, USAIGC's new digital magazine will give advertisers and sponsors access to a highly targeted and vast audience for such a popular sport.

The new digital magazine platform by Box Digital Media will be launched at the upcoming 2018 USAIGC/IAIGC World Championships in Orlando, Florida. USAIGC is expecting 1000 + gymnasts over 7 days at this premier event in the gymnastics world.

This follows the recent news that Box Digital Media was awarded the contract to digitally publish and commercialise Perspective magazine, one of Asia Pacific's most respected architectural and interior design magazines, across its entire portfolio.

**Quote: John Iliopoulos, Managing Director/Founder, Box Digital Media**

"This exciting new digital platform for USAIGC will significantly attract new revenue from advertisers and sponsors throughout the United States and globally. We are thrilled not only to be working with such a worthy sporting organisation but excited to be offering our shareholders greater revenue generating opportunities on such a global scale."

**Quote: Paul Spadaro, President, USAIGC**

"My main focus for USAIGC is to nurture our gymnasts and help them prepare for tomorrow's world. I also have a responsibility to our sponsors and advertisers to deliver greater consumer engagement with our product and a better user experience for our gymnasts, parents and member clubs. Box Digital Media's E-MERSION portal and the opportunities it represents for USAIGC far exceeds all expectations. We can't wait to see the effect it will have on readership and engagement and the ensuing revenues from additional advertising and sponsorship plus the addition of new clubs globally wishing to join USAIGC."



#### **About USAIGC:**

Established in 1971, USAIGC and the IAIG International Competitive Program conducts sanctioned local, state, regional, national and international competitions. The USAIGC and its IAIG countries have established a growing international competitive gymnastic program.

Paul Spadaro became the new President of the USAIGC in 2001. Today, the association provides valuable support to its gymnastics club owners, coaches and gymnasts in today's competitive sporting world with an intelligent competitive program and robust business planning and support.

USAIGC's competitive program provides an environment that fosters and nurtures the attributes of a sound mind and sound body leading to successful, healthy and well-rounded gymnasts. Its competitive program is built on long-term skill development with the intentional slowing down of a gymnast's learning curve providing them the necessary time to develop and perfect gymnastic skills in a safe, logical, progressive manner within set recommended training hours per level. Over-training is the number one reason gymnasts leave the sport.

The competitive program provides USAIGC gymnasts with ample time for school responsibilities, family activities and an outside life with friends. Life is about experiences and the USAIGC/IAIG provides a positive well-balanced competitive experience for all of its USAIGC & IAIG gymnasts.

USAIGC has a strict mandatory requirement that every club must maintain a 100% mandatory background check on all staff employees 18years and older.

#### **About Box Digital Media**

Box Magazine print publishing was created in 2003 as a luxury lifestyle magazine. Targeting affluent and discerning consumers with a preference for premium lifestyle products but also a strong sense of social and ethical responsibility, the unique concept resulted in the venture growing from a humble 24 pages to the 240-page full colour glossy success that is Box Magazine today.

Box Magazine after 12 years and 47 publications, featuring the likes of Scarlett Johansson, Angelina Jolie, and Jessica Alba to name a few, and working with some of the world's leading luxury brands, has earned its rightful place in the luxury publishing market and is now expanding through its state-of-the-art digital platform.

E-MERSION, by the Box Digital Media division, is a unique and pioneering technology that fully immerses consumers across a brand's ecosystem. Delivering 'always on content', in real time, E-MERSION is designed and built for multi-sensory engagement on each and every page across digital magazine platforms.

Creating vast, new real-time revenue channels for advertisers while delivering always on and immersive content that engages consumers through tailored entertainment, education, inspiration and the ability to immediately transact, securely, when, where and how the customer chooses.

All backed by a comprehensive analytics platform, empowering client partners and advertisers to monitor and measure the effectiveness of individual advertising, content placement and distribution within the brand's complete ecosystem.

John Iliopoulos, Australian based entrepreneur, with a background in corporate finance, has spearheaded delivery of this exciting new platform, in fact arguably the world's most interactive and user- friendly digital magazine.